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News Summary

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The editor of the Dartmouth College alumni magazine has resigned in a dispute with the college president involving the publication's autonomy. Story on Page 3.

Ratings of doctoral programs in chemical, civil, electrical, and mechanical engineering were released last week. Fact-File on Page 8.

Lincoln University has settled out of court with several faculty members who sued the administration, charging violation of their constitutional rights. Story on Page 10.

The athletic program at Louisiana State University's Baton Rouge campus has bounced back this fall, following what one observer called "a year to forget." Story on Page 13.

Clemson University's football program has been put on probation by the National Collegiate Athletic Association for a six-year string of violations. Story on Page 13.

Faculty evaluation by students is one of the most controversial issues on U.S. campuses. Story on Page 19.

Union officials consider "ominous" and "intolerable" a recent ruling by the National Labor Relations Board. Story on Page 19.

Textbooks for courses in Western civilization are experiencing something of a renaissance following several years of poor sales. Story on Page 23.

Israeli officials have withdrawn a requirement that foreign faculty members at universities on the occupied West Bank sign statements disavowing support for the Palestine Liberation Organization. Story on Page 17.

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No Coherence to Humanities, Bennett Charges

Courses are 'a jumble,' says endowment's chief

By MALCOLM G. SCULLY

WASHINGTON

Humanities courses in colleges and schools have degenerated into "a jumble of indiscriminate offerings" with "no rationale and no guidance or coherence for the mind or imagination," according to William J. Bennett, chairman of the National Endowment for the Humanities.

Speaking at last week's meeting of the National Council of Teachers of English, Mr. Bennett criticized "the flabby defenses of education in our time," and called for a return to tradition and rigor.

"The author Robertson Davies said that 'the purpose of learning is to save the soul and enlarge the mind,'" Mr. Bennett said. "I fear that there are not many people responsible for elementary, secondary, and higher education in America today who would be prepared to defend that statement."

Yet, he added, "intellectual refinement and spiritual elevation are the traditional goals of the humanities and should remain so."

'Uninformed Judgment'

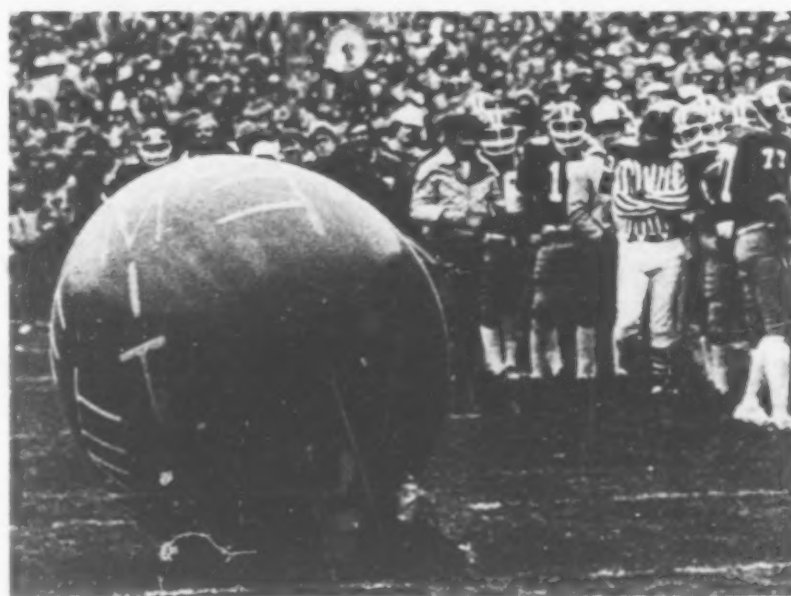
Mr. Bennett criticized contemporary educators for replacing those goals with curricula that were at the same time shallow and fragmented. He said many educators had rejected the cultivation of intellectual refinement and spiritual elevation because they believed them to be elitist or arbitrary.

"In place of cultivation, we advocate something called 'awareness,' which may be defined as a state of indiscriminate perception and uninformed judgment," he said. "Some teachers have reduced themselves to awareness facilitators, awareness guides, multicultural travel agents."

Mr. Bennett added that without any co-

Continued on Page 12, Column 1

IVY SEASON ENDS WITH A BANG



During the Harvard-Yale football game, a mysterious object bearing the letters MIT appeared from a hole in the field. It inflated, then exploded. Play was held up for five minutes while workmen repaired the field.



Making It to a Football Bowl Takes More than a Good Record

By N. SCOTT VANCE

Last week marked the end of the football season for most of the country's big-time college teams, but for 32 of them the excitement was just beginning to build.

It was the week that the top teams were invited to play in and share the profits of the 16 postseason college football bowls.

At the University of Maryland, for example, those telephoning the athletic department were greeted with a jubilant "Aloha," as the Terrapins prepared to jet to Honolulu for the first-ever Aloha Bowl, December 25.

Among the less fortunate teams was Stanford University's, which had a prospective invitation to the Hall of Fame Bowl snatched from under its nose because of a last-second, fluke play that lost the previous week's game against the University of California at Berkeley.

Teams making it to the bowls earn big money for their institutions. The "major bowls"—those played on New Year's Day, for example—will pay the universities represented well over \$1-million each.

Bowl appearances are also good "image

Continued on Page 16, Column 1

'We Can't Cut Anything More'

Tales of austerity are common around the University of Oregon campus these days. The institution is in the midst of what may be one of the longest-running budget crises in the history of public higher education. Since 1980, the state's eight-campus system of higher education has suffered an 18-per-cent loss in purchasing power, and one survey has placed Oregon dead last among the 50 states in support for higher education. Story on Page 6.

FACT-FILE

Evaluations of 326 Programs in Engineering

WASHINGTON

Ratings of 326 doctoral programs in four engineering disciplines have been published here by the National Academy Press.

The report on engineering is the third of five based on a study of the quality of graduate education, conducted by a committee named by the Conference Board of Associated Research Councils, which comprises the American Council of Learned Societies, the American Council on Education, the National Research Council, and the Social Science Research Council.

The first report—on mathematics and the physical sciences—was published in September (*The Chronicle*, September 29), and the second—on the humanities—in November (*The Chronicle*, November 10). Still to come are reports on the biological sciences and the social and behavioral sciences.

The assessment of programs in chemical, civil, electrical, and mechanical engineering included 16 measures "related to quality." The committee did not attempt to develop a combined rating based on those measures and stressed that

no one measure could be interpreted as being the definitive indicator of quality.

"Indeed, the committee is convinced that no single measure adequately reflects the quality of a research-doctorate program and wishes to emphasize the importance of viewing individual programs from the perspective of multiple indices or dimensions," the report on the assessment said.

Among the 16 measures were four based on a survey of the reputations of doctoral programs, in which 579 faculty members in engi-

neering were asked to rate the following:

► The scholarly competence and achievements of the faculty members in a stratified random sample of the departments in their field.

► The effectiveness of those departments in educating research scholars and scientists.

► The improvement of the programs over the past five years.

They were also asked to indicate how familiar they were with the programs they rated.

The results were presented in both raw scores and in standard-

ized values, converted from raw scores with a mean of 50 and a standard deviation of 10. About two-thirds of all programs rated had standardized scores between 40 and 60 and 95 per cent had standardized scores between 30 and 70.

Copies of the report, *An Assessment of Research-Doctorate Programs in the United States: Engineering*, are available for \$10.50 each from the National Academy Press, 2101 Constitution Avenue, N.W., Washington 20036.

Following are the standardized values for the ratings:

Chemical Engineering

	Faculty quality (a)	Effectiveness (b)	Improvement (c)	Familiarity (d)
U. of Akron	32	29	42	34
Auburn U.*	34	34	49	43
Brigham Young U.	47	48	55	47
City U. of New York Graduate Sch.	51	51	42	48
U. of California Berkeley	71	70	48	70
Los Angeles	49	47	69	48
California Inst. of Tech.	71	70	67	68
Carnegie-Mellon U.	60	61	44	62
Case Western Reserve U.	51	53	46	49
Catholic U.	34	32	36	36
U. of Cincinnati	44	44	45	43
Clarkson C.	48	50	44	50
Clemson U.	39	47	43	40
U. of Colorado	53	53	54	58
Columbia U.	47	48	39	46
U. of Connecticut	49	48	63	50
Cornell U.	57	57	62	58
U. of Delaware	69	67	46	70
U. of Florida	54	55	45	53
Georgia Inst. of Tech.	50	50	60	51
U. of Houston	65	61	74	66
U. of Idaho	33	35	37	36
U. of Illinois	64	66	37	63
Illinois Inst. of Tech.	47	48	36	53
Iowa St. U.	54	56	55	53
U. of Kansas	44	43	46	39
Kansas St. U.	44	44	45	43
U. of Kentucky	41	42	51	41
Lahigh U.	50	53	51	50
Louisiana St. U.	47	47	49	43
U. of Maryland	47	48	44	45
U. of Massachusetts	55	56	65	58
Massachusetts Inst. of Tech.	67	65	57	66
U. of Michigan*	57	57	29	63
Michigan St. U.	42	40	47	42
U. of Minnesota	73	73	50	70
U. of Missouri	43	43	49	43
Columbia	47	47	55	45
Rolla	47	47	55	45
Montana St. U.	33	34	31	37
New Jersey Inst. of Tech.	40	37	51	40
North Carolina St. U.	50	52	62	47
Northwestern U.	62	63	52	64
U. of Notre Dame	58	56	87	59
Ohio St. U.	50	52	49	48
U. of Oklahoma	47	49	46	43
Oklahoma St. U.	46	47	52	42
Oregon St. U.	52	51	47	54
U. of Pennsylvania	63	61	63	65
Pennsylvania St. U.	53	53	61	55
U. of Pittsburgh	45	48	53	45
Polytech. Inst. of New York	41	42	30	42
Princeton U.	64	64	32	64
Purdue U.	61	60	66	64
Rensselaer Polytechnic Inst.	49	50	55	49
U. of Rhode Island	40	36	54	39
Rice U.	56	55	43	56
U. of Rochester	54	53	54	55
Rutgers U.	41	41	45	40
U. of Southern California	43	42	69	44
Stanford U.	70	70	48	67
St. U. of New York Buffalo	58	52	46	56
C. of Environmental Science and Forestry	36	33	46	34
Stevens Inst. of Tech.	37	36	46	38
Syracuse U.	48	46	46	44
U. of Tennessee	49	48	48	45
U. of Texas	61	60	61	61
Texas A&M U.	48	47	48	45
Tulane U.	38	36	31	41

Note: Ratings are standardized on a scale where 50 represents the average score for all rated departments.

(a) Rating of scholarly quality of faculty members in the program.

(b) Rating of the effectiveness of the program in education of research scholars or scientists.

(c) Rating of improvement in program quality in the last five years.

(d) Rating of the evaluators' familiarity with the work of program faculty.

* Program was initiated after 1970.

n.s. Not available.

	Faculty quality (a)	Effectiveness (b)	Improvement (c)	Familiarity (d)
U. of Tulsa	40	40	55	39
U. of Utah	48	49	51	45
Vanderbilt U.	39	40	44	36
U. of Virginia	48	50	66	55
Washington U. (Mo.)	52	54	58	51
U. of Washington	58	58	60	56
Wayne St. U.	40	41	49	37
West Virginia U.	47	48	53	45
U. of Wisconsin	72	72	45	71
Worcester Polytechnic Inst.	40	48	38	41
Yale U.	50	50	43	46

Civil Engineering

	Faculty quality (a)	Effectiveness (b)	Improvement (c)	Familiarity (d)
U. of Arizona	44	43	55	45
Brown U.	58	59	37	48
U. of California Berkeley	75	74	51	79
Davis	55	55	68	55
Los Angeles	58	57	51	58
California Inst. of Tech.	71	71	49	66
Carnegie-Mellon U.	57	55	69	60
U. of Cincinnati	39	39	54	38
Clemson U.	42	38	49	43
U. of Colorado	53	54	50	53
Colorado St. U.	61	62	59	59
Columbia U.	57	58	38	49
U. of Connecticut	41	40	46	42
Cornell U.	66	66	60	71
Drexel U.*	42	39	57	48
Duke U.	50	49	49	49
U. of Florida	45	47	44	41
Georgia Inst. of Tech.	57	56	61	57
U. of Houston	43	42	66	44
U. of Illinois	72	72	44	73
Illinois Inst. of Tech.	39	39	24	47
U. of Iowa	50	52	43	47
Iowa St. U.	51	51	45	51
Johns Hopkins U.	35	33	54	39
U. of Kansas	50	49	63	59
Lahigh U.	59	57	45	60
U. of Maryland	46	48	54	47
U. of Massachusetts	50	52	63	51
Massachusetts Inst. of Tech.	74	72	46	76
U. of Michigan	61	62	44	62
Michigan St. U.	47	48	39	46
U. of Minnesota	51	50	47	49
U. of Missouri Columbia	45	47	48	43
Rolla	46	48	48	48
New Jersey Inst. of Tech.*	37	35	n.s.	36
U. of New Mexico	45	43	49	44
North Carolina St. U.	54	52	52	51
Northwestern U.	64	65	54	65
U. of Notre Dame	41	42	38	44
Ohio St. U.	51	52	39	48
U. of Oklahoma	43	46	39	41
Oklahoma St. U.	45	47	47	44
Oregon St. U.	48	49	58	47
U. of Pennsylvania	46	48	44	45
Pennsylvania St. U.	48	50	40	50
U. of Pittsburgh	46	46	45	43
Polytech. Inst. of New York	39	43	34	36
Princeton U.	61	60	60	62
Purdue U.	64	63	54	68
Rensselaer Polytechnic Inst.	51	50	67	53
U. of Rhode Island*	36	35	n.s.	38
Rice U.	52	49	42	49
Rutgers U.	41	41	42	43
U. of Southern California	50	49	52	47
Stanford U.	67	70	52	69
St. U. of New York Buffalo	46	46	46	46
Syracuse U.	40	43	49	40
U. of Tennessee*	44	45	57	42
U. of Texas Arlington*	37	38	51	39
Austin	67	65	60	71
Texas A&M U.	56	55	59	53
Texas Tech U.	39	37	53	40
Tulane U.	36	35	46	40
U. of Utah	36	43	52	38
Utah St. U.	50	53	57	41

Electrical Engineering

	Faculty quality (a)	Effectiveness (b)	Improvement (c)	Familiarity (d)
Air Force Inst. of Tech.	37	37	45	44
U. of Arizona	53	55	60	46
Arizona St. U.	46	44	66	42
Auburn U.	41	44	53	39
Brown U.	55	55	46	49
City U. of New York Graduate Sch.	45	48	39	46
U. of California Berkeley	75	75	55	77
Davis	49	47	56	48
Irvine	45	44	48	49
Los Angeles	67	67	58	70
San Diego	58	53	68	52
Santa Barbara	57	56	60	55
California Inst. of Tech.	63	63	45	57
Carnegie-Mellon U.	62	62	65	61
Case Western Reserve	51	52	39	52
Catholic U.	29	32	41	37
U. of Cincinnati	40	41	55	41
Clarkson C. of Tech.	35	32	39	42
U. of Colorado	57	53	55	57
Colorado St. U.	47	46	58	47
Columbia U.	57	58	39	59
U. of Connecticut	46	48	60	47
Cornell U.	66	66	61	66
Drexel U.	42	43	51	45
Duke U.	47	49	49	47
U. of Florida	56	55	55	57
Georgia Inst. of Tech.	57	56	62	57
U. of Hawaii	52	50	46	54
U. of Houston	37	41	45	44
U. of Illinois Chicago Circle*	45	47	51	45
Urbana-Champaign	73	73	51	77
Illinois Inst. of Tech.	41	41	32	44
U. of Iowa	42	42	40	43
Iowa St. U.	49	50	38	42
Johns Hopkins	56	57	44	51
U. of Kansas	46	48	53	42
Marquette U.	39	39	51	35
U. of Maryland	58	57	62	55
U. of Massachusetts	51	51	58	55
Massachusetts Inst. of Tech.	76	75	47	80
U. of Michigan	64	61	37	67
Michigan St. U.	50	53	38	48
U. of Minnesota	57	56	48	54
Mississippi St. U.	35	32	44	40
U. of Missouri Columbia	44	44	40	42
Rolla	49	51	51	47
New Jersey Inst. of Tech.	35	33	50	38
U. of New Mexico	44	47	58	48
North Carolina St. U.	49	50	68	47
Northwestern U.	42	40	48	43
Northwestern U.	56	57	48	55
U. of Notre Dame	51	49	48	52
Ohio U.	32	30	35	39
Ohio St. U.	58	57	49	55
U. of Oklahoma	38	36	35	41
Oklahoma St. U.	42	44	48	40
Oregon St. U.	40	43	59	39
U. of Pennsylvania	55	56	44	46
Pennsylvania St. U.	52	54	44	47
U. of Pittsburgh	48	46	45	48
Polytech. Inst. of New York	61	62	33	56
Princeton U.	63	63	35	61
Purdue U.	65	65	48	71

Continued on Page 10, Column 1

FACT-FILE-Continued

Evaluations of 326 Programs in Engineering

Electrical Engineering

Continued from Page 8

	Faculty quality (a)	Effective-ness (b)	Improvement (c)	Familiarity (d)
Rice U.	55	57	51	57
U. of Rochester	46	46	48	45
Rutgers U.	40	39	39	41
U. of Southern California	67	65	64	69
Southern Methodist U.	48	49	30	46
Stanford U.	75	75	54	78
St. U. of New York				
Buffalo	46	47	54	48
Stony Brook	48	48	39	45
Syracuse U.	54	53	43	53
U. of Tennessee	47	48	54	41
U. of Texas				
Arlington	40	39	63	41
Austin	60	59	60	56
Texas A&M U.	45	44	54	47
Texas Tech U.	47	51	68	47
U. of Utah	46	47	51	40
Utah St. U.	36	38	45	37
Vanderbilt U.	36	32	40	37
U. of Virginia	45	45	61	46
Virginia Poly. Inst. & St. U.	50	51	60	45
Washington U. (Mo.)	48	51	43	47
U. of Washington	55	54	59	53
Wayne St. U.	41	38	33	45
West Virginia U.	38	38	52	37
U. of Wisconsin	56	56	42	55
Yale U.	54	54	43	57

Note: Ratings are standardized on a scale where 50 represents the average score for all rated departments.

- (a) Rating of scholarly quality of faculty members in the program.
 (b) Rating of the effectiveness of the program in education of research scholars or scientists.
 (c) Rating of improvement in program quality in the last five years.
 (d) Rating of the evaluators' familiarity with the work of program faculty.
 * Program was initiated after 1970.
 n.a. Not available.

Mechanical Engineering

	Faculty quality (a)	Effective-ness (b)	Improvement (c)	Familiarity (d)
U. of Akron	33	32	54	37
U. of Alabama	34	30	33	38
U. of Arizona	44	46	60	46
Arizona St. U.	49	45	69	48
Auburn U.	40	41	51	37
Brown U.	64	65	43	60
U. of California				
Berkeley	73	73	56	78
Davis	53	54	64	51
Los Angeles	64	63	57	66
California Inst. of Tech.	69	69	37	64
Carnegie-Mellon U.	55	54	51	56
Case Western Reserve U.	55	54	43	57
Catholic U.	36	36	33	36
U. of Cincinnati	42	49	53	40
Colorado St. U.	47	49	50	45
Columbia U.	56	53	32	52
U. of Connecticut	43	45	44	44
Cornell U.	64	64	55	62
U. of Delaware	45	47	61	46
Drexel U.*	44	48	53	46
Florida U.	45	46	60	49
Georgia Inst. of Tech.	54	54	50	58
U. of Houston	52	50	73	53
U. of Illinois				
Chicago Circle	50	53	52	44
Urbana-Champaign	63	64	57	65
Illinois Inst. of Tech.	50	50	34	58
U. of Iowa	48	52	58	46
Iowa St. U.	53	53	58	52
Johns Hopkins U.	62	49	24	55
Kansas St. U.	39	41	41	42
U. of Kentucky	46	43	45	42
Lahigh U.	56	57	60	58
U. of Maryland	49	51	48	47
U. of Massachusetts	46	45	51	45
Massachusetts Inst. of Tech.	76	74	51	81
U. of Miami	28	28	46	36
U. of Michigan	65	63	41	66
Michigan St. U.	49	49	56	48
U. of Minnesota	68	67	51	66
U. of Missouri, Columbia	37	37	41	41

	Faculty quality (a)	Effective-ness (b)	Improvement (c)	Familiarity (d)
U. of Missouri, Rolla	46	45	49	42
New Jersey Inst. of Tech.	35	35	49	42
U. of New Mexico	33	32	55	35
North Carolina St. U.	53	52	58	48
Northwestern U.	60	58	58	64
U. of Notre Dame	49	51	45	53
Ohio St. U.	53	53	52	55
U. of Oklahoma	46	41	46	49
Oklahoma St. U.	49	49	51	50
Old Dominion U.	39	37	58	36
Oregon St. U.	44	48	50	43
U. of Pennsylvania	55	55	66	52
Pennsylvania St. U.	52	54	42	53
U. of Pittsburgh	38	40	36	38
Polytech. Inst. of New York	48	47	23	46
Princeton U.	66	60	59	65
Purdue U.	65	66	49	69
Rensselaer Polytechnic U.	58	59	66	58
U. of Rhode Island	43	41	68	43
Rice U.	53	53	51	48
U. of Rochester	49	49	51	42
Rutgers U.	47	46	38	47
St. U. of New York				
Buffalo	48	48	41	46
Stony Brook	51	52	45	45
U. of Southern California	45	45	50	44
Stanford U.	74	75	52	79
Stevens Inst. of Tech.	41	38	44	42
Syracuse U.	42	41	39	42
U. of Tennessee				
Knoxville	42	42	45	40
Space Institute	38	43	41	37
U. of Texas	57	57	69	54
Texas A&M U.	46	45	63	49
Tulane U.	39	38	36	43
Vanderbilt U.	41	46	51	41
U. of Virginia	49	54	61	50
Virginia Poly. Inst. & St. U.	53	54	58	48
Washington U. (Mo.)	46	45	57	42
U. of Washington	54	51	40	53
Wayne St. U.	44	43	57	42
U. of Wisconsin	30	61	51	62
Yale U.	54	49	40	55

SOURCE: CONFERENCE BOARD OF ASSOCIATED RESEARCH COUNCILS

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Lincoln U. Reaches Settlement with Professors Who Charged Violation of Constitutional Rights

LINCOLN UNIVERSITY, PA.

The board of trustees and the president of Lincoln University have reached a settlement with several faculty members who sued the institution, charging it with violating their constitutional rights.

The university has agreed to pay the faculty members a total of \$30,000, of which \$25,000 will go to two professors no longer working at the institution. The university has also agreed to pay \$6,848 in other expenses and \$24,000 in lawyers' fees.

The lawsuit stemmed, in part, from faculty members' criticism of Herman R. Branson, president of the university since 1970. Battle lines were drawn when the faculty voted "no confidence" in Mr. Branson in a vote of 46 to 10 in April, 1977. The vote was taken after Mr. Branson sent letters to all faculty members notifying them they might be terminated the following year.

The tension between Mr. Branson

and the faculty grew with the arrests of two professors during demonstrations in September, 1977, following the removal of one of the professors, C. James Trotman, as chairman of the English department. Mr. Trotman was subsequently fired.

During that same year, the faculty and Mr. Branson again were at odds when the university allegedly tried to force Edward Groff, a professor who had been ill, to retire.

When a protest against his policies was scheduled to coincide with a visit by ex-President Gerald R. Ford in April, 1978, Mr. Branson sent telegrams to a number of faculty members threatening disciplinary action if the demonstration was held.

A demonstration did take place, but no firings resulted.

Mr. Trotman, Mr. Groff, and several faculty members brought suit in federal district court in June, 1978, charging that Mr. Branson's actions had violated their constitutional

rights of freedom of speech, assembly, and association. The court decided in favor of Mr. Branson and the university, but the U.S. Court of Appeals for the Third Circuit reversed the ruling and ordered a new trial.

Mr. Branson and the university trustees, while continuing to deny that they had violated the constitutional rights of any faculty members, agreed to settle out of court rather than go through another trial.

Mr. Trotman, now an assistant professor of English at West Chester State College, received \$10,000, and Mr. Groff, who is on medical leave, was given \$15,000. Several other faculty members shared \$5,000.

David Kairys, the lawyer for the faculty members who sued, called the settlement "the most favorable decision toward the rights of teachers that there's been in a long time," but said it did not end "the underlying dispute" at Lincoln.

Mr. Branson declined to comment.

Medical Enrollments Fall for First Time in 20 Years

WASHINGTON

Halting a 20-year trend of increasing enrollment, U.S. medical schools this fall admitted fewer students than in 1981.

The drop—only 0.5 per cent, from 16,644 students admitted in 1981 to 16,567 this fall—occurred despite the addition of one newly accredited institution, the Mercer School of Medicine in Georgia, and larger entering classes at eight other schools.

According to the Association of American Medical Colleges, the

number of new students is down because 14 medical schools reduced the size of their entering classes by 5 or more students, generally blaming the loss of state or federal funds.

The number of applicants dropped 2.7 per cent from a year ago, continuing a decline that began in 1975. The ratio of applicants to first-year medical-school slots this fall was 2.2 to 1, the same as in the past three years.

A spokesman for the medical-college association said some schools might also be attempting to reduce

the size of their entering classes because of concern that the number of qualified applicants might drop further in future years.

Members of minority groups make up 8.4 per cent of this year's entering class, down slightly from 8.6 per cent last fall. They account for 8.3 per cent of total medical-school enrollment. Women make up 31.4 per cent of the entering class, compared with 30.7 per cent last year. Women now account for 29.4 per cent of total enrollment.

Bowl Games

Continued from Page 1

builders," officials say, helping spur nationwide interest in the universities involved and increasing donations from alumni.

The bowls, which are owned and operated by nonprofit corporations, offer the closest thing to a championship tournament that big-time college football has. The unofficial "national champion" in college football is determined by news-service polls in which coaches and sportswriters rank the country's top teams during and at the end of the season. The results of bowl games play an important role in the final rankings.

While the bowl structure functions much like a championship tournament—pitting top teams against one another following the season—teams need more than simply a good won-lost record to earn a bowl invitation.

Five of the bowls, including four of the five major ones, have contracts with athletic conferences specifying that the conference's champion will be one of the two teams appearing in the bowl. The Rose Bowl always features the champions of the Big 10 and Pacific-10 Conferences, and the Cotton, Sugar, and Orange bowls each reserve one of their two spots for the winner in the Southwestern, Southeastern, or Big 8 conference, respectively.

The California Bowl is played between the champions of the Pacific Coast Athletic Association and the Mid-American Athletic Conference.

The other 11 bowls have no restrictions on whom they invite.

To earn one of the bowl spots not determined by a conference championship, a team must be as good at bringing fans to the stadium, and viewers to their television sets, as it is at winning football games.

The Universities of New Mexico and Tulsa, for instance, boasted 10-1 records for the season but received no bowl invitations.

At the time invitations were extended, better season records had been posted by only 2 of the 32 teams receiving invitations.

By contrast, the University of Wisconsin, with a 6-5 record, and Kansas State University, with a 6-4-1 record, will face each other in the Independ-

The Match-Ups for This Year's Bowl Games

Bowl	Date	Time (EST)	Location	TV	Teams	1981 funds
Aloha	Dec. 25	7 p.m.	Honolulu	ESPN	Maryland vs. U.C.L.A. or Washington	Not available
Bluebonnet	Dec. 31	8 p.m.	Houston	ESPN	Arkansas vs. Florida	\$902,000
California	Dec. 18	4 p.m.	Fresno, Cal.	ESPN	Bowling Green vs. Fresno State	Not available
Cotton	Jan. 1	2 p.m.	Dallas	CBS	Pittsburgh vs. Southern Methodist	\$3,260,082
Fiesta	Jan. 1	1:30 p.m.	Tempe, Ariz.	NBC	Arizona State or Washington vs. Nebraska or Oklahoma	\$1,750,000
Gator	Dec. 30	9 p.m.	Jacksonville, Fla.	ABC	Florida State vs. West Virginia	\$1,022,498
Hall of Fame	Dec. 31	2 p.m.	Birmingham, Ala.	ESPN	Air Force vs. Vanderbilt	\$800,000
Holiday	Dec. 17	9 p.m.	San Diego	ESPN	Brigham Young vs. Ohio State	\$572,358
Independence	Dec. 11	8 p.m.	Shreveport, La.	ESPN	Kansas State vs. Wisconsin	\$436,266
Liberty	Dec. 29	8 p.m.	Memphis, Tenn.	ESPN	Alabama vs. Illinois	\$819,734
Orange	Jan. 1	3 p.m.	Miami	NBC	Louisiana State vs. Nebraska or Oklahoma	\$3,076,848
Peach	Dec. 31	3 p.m.	Atlanta	CBS	Iowa vs. Tennessee	\$753,239
Rose	Jan. 1	5 p.m.	Pasadena, Cal.	NBC	Michigan vs. Arizona State or U.C.L.A.	\$5,733,126
Sugar	Jan. 1	8 p.m.	New Orleans	ABC	Georgia vs. Penn State	\$2,642,000
Sun	Dec. 25	3 p.m.	El Paso, Tex.	CBS	North Carolina vs. Texas	\$650,000
Tangerine	Dec. 18	8 p.m.	Orlando, Fla.	ESPN	Auburn vs. Boston College	\$610,000

NOTES: ESPN—Entertainment and Sports Programming Network; 1981 funds—amounts divided between teams

ence Bowl, December 11 in Shreveport, La.

"I used to be under the impression that your [won-lost] record was the most important factor in getting a bowl invitation," said Tulsa's athletic director, John Cooper, who had urged the Independence Bowl committee to choose his team. "But now I think it's probably fifth or sixth on the list of priorities that the bowl people have in selecting teams."

Chief among those other priorities, according to John H. Junker, the Fiesta Bowl's assistant executive director, is "whether a team has a national following and will create an interest on the part of a TV audience."

Campaigning to Get In

Since it takes more than a good record to get to a bowl game, university and conference officials are sometimes faced with waging a campaign to make themselves look attractive to the committees that bowls appoint to select contestants.

"I worked very hard to see if we couldn't get a bowl invitation this year," said John Bridgers, athletic director at New Mexico. "But it just never worked out."

Mr. Bridgers said he had talked with representatives of six bowls, many of whom expressed some interest in New Mexico, but none of them

made an offer. While his team had an impressive year, it was the first such season in about a decade, and the team attracted only about 23,000 fans to each of its home games, which is few by big-time football standards.

"They kept saying, 'We've got you on our list,' but they just weren't used to seeing our name on the winning side of the ledger," he said.

"It can be very frustrating," agreed Mickey Holmes, executive director of the Sugar Bowl and former commissioner of the Missouri Valley Conference, to which Tulsa belongs. As a commissioner, he had unsuccessfully lobbied selection committees in the past to invite Tulsa to a bowl game.

"You think you've got a very qualified team but nobody seems interested," he said. "So you just keep trying to get the bowl committees to watch them, and keep trying to get them interested."

In addition to the money paid to the institutions whose teams make bowl appearances—often shared with others in their athletic conferences—officials say the games help the universities project a good image.

"The television exposure is great for the university," said Maryland's athletic director, Richard M. Dull. "Through athletics, the university has an opportunity to promote its ed-

ucational message. A university certainly couldn't afford to buy that time on national TV."

Maryland was blessed this year with three bowl invitations. Mr. Dull said, and picked the Aloha Bowl, even though the "payday" there won't be quite as great as it would be at the Tangerine and Sun Bowls.

"This bowl won't interfere with our [final] examination schedule," he explained, and it "provides the greatest TV exposure in our primary recruiting areas."

Mr. Dull allowed the Maryland players to vote on which bowl bid to accept and said they favored the Honolulu game "by 10 to 1. It wasn't much of a contest." The Aloha Bowl is expected to pay about \$350,000 per team. Mr. Dull said, but expenses will take a big bite out of that. It will cost about \$150,000 simply to transport the players to and from Hawaii, he said.

Helps in Raising Funds

Appearing in bowl games also helps pry open the pocketbooks of alumni and supporters, even when it comes time to support nonathletic activities, said L. Donald Shields, president of Southern Methodist University. His institution appeared in the Holiday Bowl two years ago and will appear this year in the Cotton Bowl after finishing the season with 10 wins and a tie.

One facet of the institution's fund-raising effort, a telephone campaign directed at alumni in the Dallas area, brought the university \$150,000 in 1980, \$250,000 in 1981, and \$505,000 in 1982, he said.

"That money supports academic programs," he said, "and there's no question that the success of the football program has contributed to the increase."

Sports People

Jeff Cavana, swimming coach at Highlands High School (Fort Thomas, Ky.), to men's and women's swimming coach at Wright State U.

Duncan Hinckley, men's swimming coach at State U. of New York College at Geneseo, also to women's swimming coach.

Proverb Jacobs, director of men's physical education at Laney College, to director of athletics.

Jeff Marmon, men's tennis coach at La Salle College, also to women's tennis coach.

Louise O'Neal, assistant director of athletics for women's sports and facility management at Dartmouth College, to associate director of athletics.

John Robinson, football coach at U. of Southern California, to senior vice-president for university relations.

August R. Schmidt, assistant director of men's athletics at Carthage College, to director of athletics.

Scott Schmitt, head professional at a tennis club in Lansing, Mich., to men's and women's tennis coach at Western Michigan U.

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- C. 11 — 27 July. Middle Ages. Radke (Syracuse); Brentano (Berkeley).
- D. 28 July — 13 August. Renaissance & Baroque. Barricelli (U.Cal./Riverside); Newell Jenkins.

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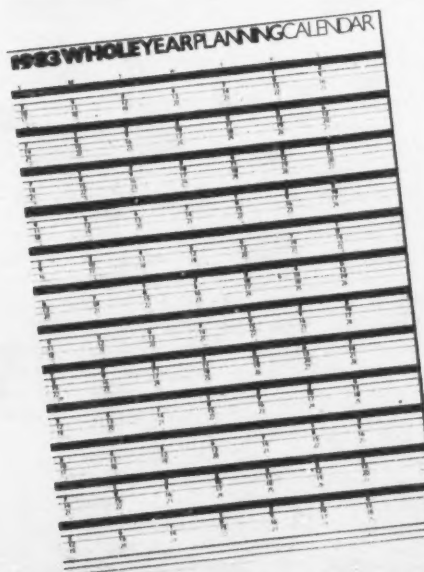
- 11 — 21 July. Operas of Verdi. Lawton (SUNY/Stony Brook).

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